

HANY ELSAYDAWY

Full-Stack Engineer | React • Next.js • Node.js • TypeScript • AWS • AI

B.Sc. Management information systems

Berlin, Germany | contact@hanyrabah.com | (+49)15114316821 | [LinkedIn](#) | [Github](#) | [Website](#)

Professional Summary

Full-Stack Engineer with 10+ years of experience delivering scalable, user-centric web platforms across Europe and MENA. Expert in React, Next.js, Node.js, and AWS, blending engineering precision with product-design vision. Proven success in leading cross-functional teams and integrating AI-powered automation that accelerates delivery and insight generation.

Technical Expertise

- **Frontend:** React.js, Next.js, TypeScript, Redux, Tailwind, HTML5, CSS3
- **Backend:** Node.js, Express.js, PostgreSQL, REST, GraphQL
- **DevOps:** AWS (EC2, S3, Amplify), Docker, CI/CD (GitHub Actions, Jenkins)
- **AI & Automation:** OpenAI API, LangChain, Vector Databases, Embeddings, AI chatbots, workflow automation, data extraction & analysis (AWS Textract)
- **Tools:** Figma, Jest, Cypress, npm, Yarn, vite
- **Concepts:** Microservices, SSR/SSG, SEO, Accessibility, Agile Development

Selected Achievements

- Refactored OLX Fixly platform → +18% conversion, -22% bounce rate.
- Architect CI/CD pipelines at Paylane → 0 downtime, 50% faster releases.
- Led AI-powered DigitalNext platform → automated SME onboarding, 4× faster project delivery.

Professional Experience

Paylane GmbH - Germany (Remote) | Full-Stack Engineer | May 2025 – Present

- Work closely with Product, Design, and Data teams to build features that streamline customer workflows and enhance insight delivery.
- Architect and maintain core full-stack systems serving fintech users, ensuring performance and scalability.
- Build and extend APIs and integrate with external data providers and third-party services.
- Improved load times by 42% across customer dashboards through optimized API calls and front-end rendering techniques.
- Designed and automated CI/CD pipelines via AWS and Docker, achieving zero-downtime deployments.
- Own parts of the infrastructure and deployment lifecycle (CI/CD, AWS) while prioritizing security, compliance, and fintech best practices.
- Collaborate in code reviews, architecture decisions, and design discussions to ensure end-to-end quality and maintainability.

Haykalah - Saudi Arabia (Remote) | Full-Stack Technical Lead | Sep 2024 – May 2025

- Hired and directed a distributed team delivering AI-driven digital solutions for industrial transformation.
- Reduced project delivery timelines by 40% via modular component libraries and agile pipelines.
- Oversaw product design, UX, and engineering to ensure seamless cross-platform experiences.
- Launched 10+ responsive websites for industrial clients, achieving 4× faster delivery through component reuse.
- Drove the technical foundation for DigitalNext, a scalable e-commerce and branding platform.

OLX Group - Germany | Sr. Frontend Engineer / Team Lead | Mar 2021 – Sep 2024

- Led the Service and Fixly teams to modernize the architecture using React 18, TypeScript, and GraphQL.
- Achieved 18% increase in conversion rate and 22% lower bounce rate through user journey redesigns.
- Collaborated with backend and design teams to ship features impacting millions of users monthly.
- Mentored 2+ engineers in performance tuning, testing, and scalable architecture design.
- Played a key role in feature adoption and experimentation via A/B testing and user analytics.

Tradeling.com - Dubai | Sr. Frontend Consultant | Sep 2020 – Feb 2021

- Collaborated across teams to develop user-centric dashboards, contributing to major project milestones.

dubizzle.com – Dubai | Sr. Frontend Engineer | Jun 2015 – Jun 2020

- Delivered high-performing UI modules and dashboards for consumer marketplace products.
- Partnering with design and product leads to enhanced engagement, resulting in a 20% increase in feature usage.
- Implemented new design system standards and accessibility guidelines.
- Led A/B testing initiatives and integrated data-driven UX optimization flows.
- Supporting the Global team to localize OLX Egypt and the Emerging markets.
- Assessed website performance and applied enhancements to improve conversions.
- Implemented a new design for the Emerging Market website (MENA Region)
- Applied a new technique to support website RTL and introduced SASS instead of legacy CSS code.
- Created component-based UI, replacing legacy UI.
- Designed new payment flows and implemented them, and helped in translation and copywriting for Arabic.

dubizzle.com - Egypt | Frontend Engineer | Jan 2014 - Jun 2015

- Created A/B test and supported in-field user testing for the new features.
- Researched and implemented dubizzle framework UI and documentation guidelines.
- Support for marketing campaigns and social media by creating designs, and created a WordPress blog for dubizzle.

Earlier Experience | 2010 – 2018

- Interactive Designer at Benchmark Advertising (Egypt): delivered digital campaigns for Pfizer, Novartis.
- Co-Founder at The Seven Layers: led product strategy, sales enablement, and mentoring.
- UI/UX Designer & Digital Lead at Crinel: recruited and trained digital design teams.

Education & Certifications

B.Sc. Management Information Systems | El Shorouk Academy, Cairo, Egypt

Languages

Arabic – Native | English – Fluent | German – A1